



City Manager's Office
City of Frisco, Texas

Memorandum

To: Honorable Mayor Maso and Members of the Frisco City Council

Cc: George A. Purefoy, City Manager
Henry J. Hill, Deputy City Manager

From: William Woodard, Chairman
Complete Count Committee

Date: 01/12/2010

Agenda Caption: Consider and Act Upon Funding Request from the Complete Count Committee for Promotional Materials for the Census Project

Action Requested: City Council review and approval of a funding request for materials to promote the upcoming 2010 Census.

Background Information: The Complete Count Census Committee was established in 2009 for the purpose of educating the citizens of Frisco about the upcoming 2010 Census.

The funds are to be used to acquire materials in support for the Committee's effort. It will be necessary for the members of the Complete Count Committee to give a number of public presentations.

While there are Census Bureau materials which can be used, the Committee felt it important to have items which were specific to the local effort. For example, they will be preparing coloring books that can be distributed through schools and day cares. The Spanish language materials are crucial as that population is considered to be "hard to reach/ hard to count" by the Census Bureau. Other items will include printed materials to keep the issue in the citizen's minds. Remaining items will be turned over to the City once the Census Project is complete.

Additionally, the Committee plans to set up a display about the Census and Frisco's residents using photos of residents to create a visual representation of the community.

Board Review/Citizen Input: The Committee has been meeting and has requested the funding.

Alternatives: The Council could choose not to move forward with the request at this time.

Financial Considerations: The Committee is requesting \$5,000 to purchase materials related to the upcoming Census project.

Legal Review: None.

Supporting Documents: Estimate for materials.

Recommendation: Recommend approval.